

Shannon Houk

Freelance Graphic Designer | Video Editor | Web Designer

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Summary of Qualifications

Creative and versatile graphic designer with over 20 years of experience in visual storytelling, branding, and multimedia production. Proven expertise in developing advertising campaign assets, brand consistency implementation, and multi-project management in fast-paced, deadline-driven environments. Skilled in creating comprehensive marketing materials across print and digital platforms for diverse industries including entertainment, corporate, and promotional campaigns. Demonstrated ability to collaborate with cross-functional teams while maintaining brand standards and delivering high-quality creative solutions from concept to completion.

Core Skills

Creative & Design Expertise: • Brand Identity Design & Campaign Development • Print & Digital Marketing Collateral • Template Creation & Brand Guidelines Implementation • Page Layout Design & Typography • Color Theory & Advanced Photo Retouching • Logo Design & Visual Identity Systems

Technical Proficiencies: • Adobe Creative Suite: InDesign, Illustrator, Photoshop, After Effects, Premiere Pro • Microsoft Office Suite: Word, PowerPoint, Excel • Custom Website Design (HTML5, CSS3, JavaScript, Bootstrap) • Print Production & Prepress Knowledge • Cross-platform Content Development • Project Management & Workflow Optimization

Professional Capabilities: • Multi-project Management & Prioritization • Client Collaboration & Stakeholder Communication • Brand Consistency & Standards Maintenance • Campaign Asset Development & Optimization • Internal Presentation Design & Corporate Communications

Professional Experience

Freelance Graphic & Web Designer — Shannon Houk Graphics

June 2000 — Present • Designed comprehensive print and digital branding assets for musicians, businesses, and nonprofits • Created full marketing campaigns and brand identity systems from concept to delivery • Developed advertising materials including flyers, promotional graphics, and campaign assets • Maintained brand consistency across multiple client projects and diverse deliverables • Collaborated directly with clients to translate business objectives into compelling visual solutions

Creative Director / Video Editor — Twisted Chain Entertainment

October 2015 — Present • Developed and launched comprehensive brand identity and marketing materials for entertainment clients • Created advertising campaign assets for music, film, and live show promotions • Designed branded templates and graphics for social media and promotional campaigns • Managed multiple creative projects simultaneously while maintaining quality and deadline adherence

Post Production Specialist / Video Editor — Signs Manufacturing

December 2018 — September 2024 • Produced and edited 100+ episodes for branded video content series • Created marketing materials and promotional assets for corporate campaigns • Developed brand-consistent graphics and templates for ongoing marketing initiatives • Enhanced corporate communications through visual design and brand implementation • Managed social media campaigns and optimized content for multiple marketing channels

Marketing Manager / Graphic Designer — First Corp International

August 2014 — October 2015 • Developed promotional materials and advertising campaigns for international corporate events • Created presentations, signage, and comprehensive marketing collateral • Collaborated with sales and marketing teams to align creative assets with business objectives

Graphic Designer / Promotions Coordinator — Manheim Dallas Auto Auction

July 2007 — August 2014 • Designed print and email marketing materials for promotional events and internal programs • Managed corporate branding assets and maintained brand consistency across all materials • Created advertising campaigns and promotional graphics for high-volume marketing initiatives

Graphic Designer — The Graham Leader Newspaper

September 2001 — October 2003 • Designed page layouts, advertising materials, and editorial visuals • Prepared print-ready files and coordinated with print vendors for production • Managed multiple design projects under tight newspaper production deadlines

Education & Certifications

ATI Career Training Center

Graphic Artist / Fine Art — Hurst, TX (June 1999 — May 2000)

Continuing Education: • MetrixLearning.com — CSS3, HTML & CSS Basics, UI/UX Design, Web Principles, Microsoft Word

Notable Projects

- **Shannon Houk Graphics** — Custom-coded portfolio and comprehensive brand identity system
- **Twisted Chain Entertainment** — Full brand design, marketing campaign development, and website build
- **Sign Dawgs TV** — 100+ episodes of branded content with consistent visual identity
- **Corporate Campaign Assets** — Multi-platform advertising materials for diverse industry clients

Technical Proficiencies

Adobe Creative Suite: Photoshop • Illustrator • InDesign • Premiere Pro • After Effects • Audition

Microsoft Office: Word • PowerPoint • Excel

Web Technologies: HTML5/CSS3 • Bootstrap • Visual Studio Code • Git

Additional Tools: Mailchimp • Various CMS platforms

Awards & Recognition

- **Best Cinematography** — The Last Bullet, New York Movie Awards (2023)
- **Best Music Video** — Darkness Never Lies, Austin After Dark (2022)
- **Best Texas Horror Film** — I'm Nobody, Lionshead Film Festival (2018)
- **Audience Award** — I'm Nobody, Lionshead Film Festival (2018)
- **Best Cinematography** — Reoccurrence, Funky Town Music & Film Festival (2017)